



Daniel P. McCoy
County Executive

Mark S. Olsen
Executive Director

September 28, 2023

The Honorable Andrew Joyce
Chairman, Albany County Legislature
Legislative Clerk's Office
112 State Street, Suite 710
Albany, New York 12207

Dear Chairman Joyce:

Shaker Place Rehabilitation and Nursing Center respectfully requests to enter into an agreement with Brawn Media to provide multiple media and marketing services, this contract will be for a twelve (12) month period with a not to exceed amount of \$100,165.00.

Brawn has been our marketing company and has provided excellent services including website management, brochures, advertising, on-line reputation services and media campaigns. This agreement is the first of two, one (1) year agreement renewals allowed via RFP-2021-108.

We respectfully request to enter into this contractual agreement that will run from January 1, 2024 through December 31, 2024. Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark S. Olsen", written over a horizontal line.

Mark S. Olsen
Executive Director

cc: Dennis Feeney, Majority Leader
Frank Mauriello, Minority Leader
Rebekah Kennedy, Majority Counsel
Arnis Zilgme, Minority Counsel

